



# it's the power within

**ePharma:**

productivity and ordering tools for pharmaceutical sales teams

**eProp:**

a fixed asset valuation system for home loan assessors

**Mobisure:**

a revolutionary mobile platform for the short term service industry

**Property.Go:**

a comprehensive real estate management solution

**eTelecoms:**

tailor-made to support and drive telecommunication sales objectives

**eRetail ISOS:**

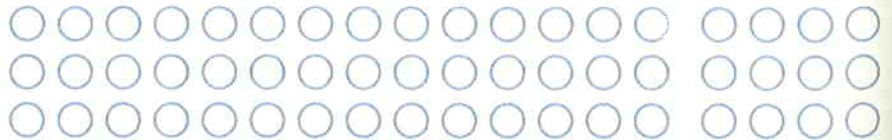
an in store observation solution for the FMCG market (4 P's)

Adcheck Mobile provides customers with a competitive advantage in sales force support and management with a range of vertical mobile solutions. All products are based on Adcheck Mobile's Quick Market Intelligence™ (QMI), which assists sales teams at all levels to improve their relationships with customers, products and performance in real time – both on the road and in the office.

The power within the Adcheck Mobile platform brings customers closer to suppliers in real-time. It can be customised to suit any company's requirements, providing a cost effective way to keep mobile workers productively engaged without wasting time on administrative tasks or losing track of what they are doing.

Adcheck Mobile consists of six products: Adcheck ePharma, Adcheck eProp, Adcheck Property Go, Adcheck Mobisure, Adcheck eTelecoms, and Adcheck eRetail; each of which provides tailored mobile solutions to meet specific needs of vertical mobile sectors.

GWD WATT COMMUNICATIONS



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Ian Hoffmann  
MD, Adcheck Mobile

lead advertiser



## Adcheck Mobile solution boosts business efficiency

**E**verybody knows that good customer relationship management is a key aspect of a good business policy, but the question is how does one reconcile the need to build and maintain such relationships with having sales teams that are constantly out on the road?

Adcheck Mobile has been providing Market Intelligence gathering and deployment solutions to South Africa's corporate and multinational companies for over 30 years, through its two divisions: Adcheck Mobile and Adcheck Research.

"Adcheck Mobile could be considered something of a best kept secret in the industry, since the work we have been doing has been done with little fanfare, although our customers have certainly noted it," says Ian Hoffmann, the company's MD.

"We provide our customers with a competitive advantage in sales force support and management, assisting sales teams at all levels to improve their relationships with their customers, their products and their performance in real time – both on the road and in the office."

Hoffmann says that Adcheck has a range of products and services which can provide the customer with real-time access to information in their specific industry, with the organisation's suite of Territory Management Solutions being particularly welcomed in the pharmaceutical, telecommunications and retail sectors of the country.

"What we have done is built a mobile framework and have then leveraged off of this to provide services to a number of different verticals within the market, including the short-term and life insurance arenas, the mobile telecoms space, the pharmaceutical industry and the property sector," he says.

"Our solution leads to increased productivity, since it is all done in real time and means that the sales people can spend more time out on the road doing their jobs and less time in the office doing admin, it reduces costs for a company and consolidates and makes available all necessary historical CRM information."

He points out that because the solution uses an automated online re-

porting system, sales managers now receive daily reports on productivity and sales related information and therefore have access to real time snap shots of a sales representative's daily performance in terms of orders, planning and execution thereof, types of contracts signed and accurate sales statistics, all of which ultimately leads to improved business efficiency.

"For example, the Indirect Sales channel from one of the country's mobile operators has signed on with us to provide them with access to real-time reporting and information within its sales outlets, via our own locally developed intelligence-gathering solution," he says.

"Mobility is one of the key contributors to a successful business, so the handheld system enabled by Adcheck Mobile has increased their productivity and has also helped to reduce duplication; the system also uses, appropriately enough, the operator's own GPRS technology to help the company to streamline its business operations."

According to Hoffmann, the offering - based on the Adcheck Mobile's .NET territory management solution - provides the sales representatives with a mobile application that includes a set of questions applicable to each channel used during store visits such as retailers, dealers or consumers.

"This information is captured during the visit and is then hot synched, via GPRS, back to the company's server and reports are updated automatically, so the sales manager for example can log into the system via the Web and view the updated reports immediately."

"Not only has the system been designed with full control residing in the server to ensure customer data and applications are secure, but it also keeps audit information about the mobile devices, to ensure no components are removed or lost while in use," says Hoffmann.

"I suppose in the end one can't really argue with the efficacy of our mobile solution when it is being utilised by a mobile operator to improve its own business performance," he concludes.

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